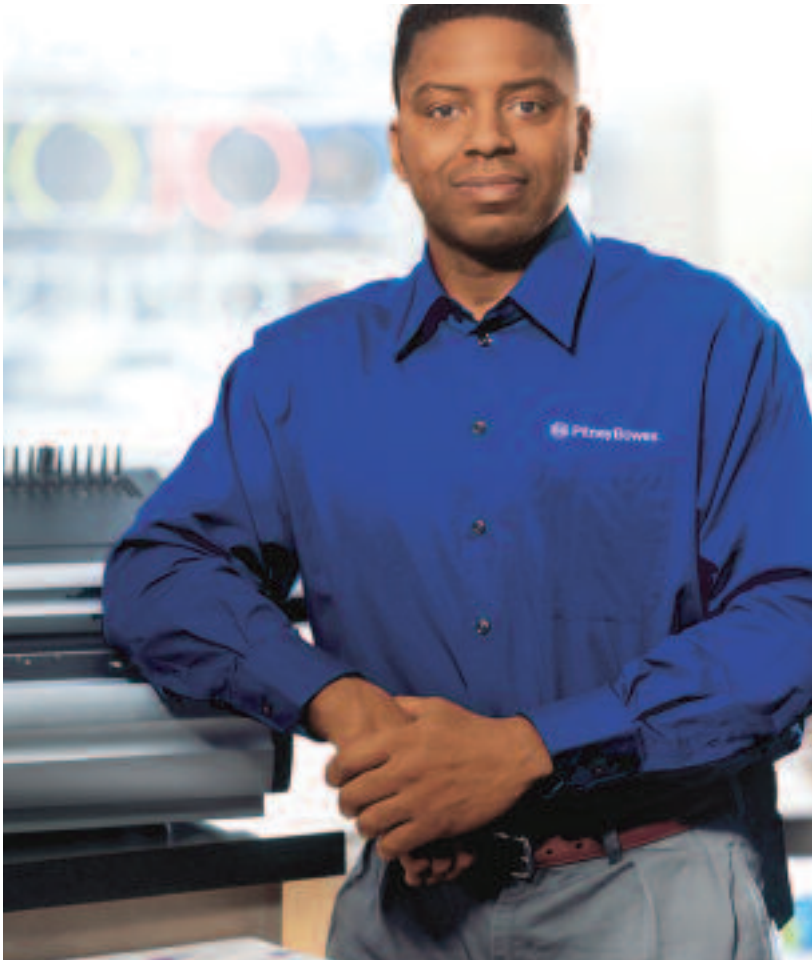


## Multi-vendor services deliver single-source efficiency.



**PROFILE:** Businesses and schools rely on GBC products to create, bind and laminate millions of presentations and documents every single day.

**CHALLENGE:** Find a more efficient way to provide next-day guaranteed service to every customer – in any part of the country.

**RESULT:** GBC streamlined administration and improved service delivery by taking advantage of a nationally-recognized field organization with 1,400 certified engineers.

**Tim Spencer, GBC's Vice President of Technical Service & Support,** knows how much customers depend on the reliability of GBC systems.

Over the years, GBC built a network of 47 independent firms to provide the necessary coverage for service calls. And with that came 47 ways of doing business and 47 vendors to manage.

Find out how Pitney Bowes helped GBC centralize their service organization while providing customers with an improved, cost-effective service experience.

[read more](#) ▶

GUARANTEED NEXT DAY RESPONSE  
MAKES FOR  
A GREAT  
PRESENTATION



## Multi-vendor services deliver single-source efficiency.

**PROFILE:** GBC has been the world's leading manufacturer of binding and lamination systems for over 50 years. Today, as part of ACCO Brands Corporation, GBC provides innovative solutions and a host of visual communication products to schools and companies looking to present their ideas in the most professional manner.

More than 750 million business presentations were bound with GBC systems and supplies last year. Schools purchased enough GBC laminating film to preserve more than 350 million documents, including teaching aids, student artwork and special projects. System reliability is a key element of GBC's success and they stand behind their products with guaranteed next-day response to any service call.

Given GBC's national distribution, however, it was never practical for them to create an in-house service organization that could respond to every customer call. Over time, GBC contracted with 47 regional firms to supplement the efforts of 100 full-time GBC technicians.

**CHALLENGE:** This outsourcing arrangement provided adequate coverage, but was inefficient in many ways. Every aspect of the service operation, from dispatching and training to billing and reporting, was replicated 47 times – once for each of the 47 independent firms contracted. More importantly, there was never consistency in the end-customer experience as service levels and policies varied depending on which firm took the call.

Tim Spencer, GBC's Vice President of Technical Service & Support, knew a change was necessary. "Consistency was a big issue for us, but equally important was scope and focus. These individual regional firms could not flex or grow with our business and they didn't always have GBC's best interest at heart."

With one of the largest service support organizations in the country, Pitney Bowes understood well the issues Mr. Spencer and his team needed to address.

**RESULTS:** Pitney Bowes designed a solution and roll-out schedule to meet the specific needs of GBC and its customers. Region by region, Pitney Bowes took over the service calls previously handled by the 47 separate firms. The impact was enormous:

This solution provides coast-to-coast response.

GBC's ability to scale this program quickly was possible only because of the depth of Pitney Bowes resources, which included:

- > 1,400 A+ Certified Field Engineers
- > 350 Offices
- > A Centrally Located Logistics Center

GBC quickly put in place a rigorous training schedule, which included two-weeks of on-site instruction for the Pitney Bowes field force. One by one, calls previously handled by the 47 individual contractors are being rolled into the Pitney Bowes Field Service Organization, providing for a single outside provider with a truly national footprint. "The fit of the Pitney Bowes techs into our structure was smooth due to their experience, skill sets and similarity of corporate culture," Mr. Spencer notes. Today, no matter where a service call originates, Pitney Bowes is ready to respond.

This solution delivers single-source efficiency. Pitney Bowes offers a centralized dispatch system, which means that every GBC service call originates through a common platform via a single email address or one toll-free telephone number. They also deliver consolidated billing and centralized reporting, which has greatly streamlined overall program administration— saving GBC time and money.

Now, instead of dealing with 47 vendors, GBC has one reliable service provider, and enjoys regular communication, joint goal setting, ongoing enhancements and continuous process improvements in the services.

This solution increases end-customer satisfaction. GBC feels comfortable that the Pitney Bowes brand is one their customers can trust. Each month, hundreds of service calls are handled on-time by experienced service technicians who have the parts at hand and the know-how needed to resolve virtually any problem. Engineers use Pocket PCs to open and close calls, which automatically update central service records—making this a powerful, closed-loop system.

The Pitney Bowes service organization offers the perfect mix of good people and smart technology. Most field engineers have over 15 years experience in building rapport with customers and solving complex service-related problems.

"Our relationship with Pitney Bowes has been great for our business," Mr. Spencer adds. "It has given us consistency, quality and resources to grow. With Pitney Bowes on our team, we never say 'no' to opportunities."

For more information about our solutions,  
please call 1-800-MR BOWES and reference Program ID 7032

